

## All-Health Team Program Motivates Schools Statewide to Lead Healthier Lifestyles

### ***Issue***

There is a low youth participation in healthy activities, practices, and outreach in our state. South Carolina youth and adolescents are experiencing serious health-related issues that are preventive. These conditions often carryover into adulthood. Statistics show that over 61 percent of adults in our state are overweight or obese, and only 22 percent eat the recommended number of servings of fruits and vegetables each day. Nationally, there was \$75 billion in obesity-attributable medical expenditures in 2003. If healthier practices are adopted early, the chances are greater that they will continue into adulthood.

### ***Intervention***

In an effort to stop these unhealthy patterns, the South Carolina Department of Health and Environmental Control (DHEC) created the All-Health Team. This statewide initiative is a public-private partnership among DHEC, Lexington Medical Center, and WIS-TV to increase the awareness of preventive health issues and practices through hands-on learning to youth in Kindergarten through 12<sup>th</sup> grade. The program provides resources and support to teachers, students, and other adult leaders in order for them to develop preventive health activities and messages. The All-Health Team was developed to recognize and reward youth, their teachers, and adult leaders for their efforts to promote preventive public health in their schools and communities. The PHHS Block Grant provides crucial funding for outreach and media efforts for the All-Health Team program.

Below are some of the many accomplishments of the All-Health Team:

- Mailed informational packets to 1,500 schools for 2004-2005 school year;
- Established All-Health Team website containing general information, application process and highlighting previous winners;
- Exhibited at statewide and local events (including Back to School Bash, Annual School Nurses Conference, and Science Club Conference);
- Extensive media coverage on WIS-TV, which included 265 All-Health Team commercial spots during 2004-2005. These were general spots about the program and spots showcasing our monthly winners; and
- Generated statewide monthly news releases to announce winners.

### ***Impact***

Already in its second year, the All-Health Team program is moving forward with much momentum. A partnership between the public and private sector, this initiative aims to recognize youth who are promoting health in their communities, while at the same time educating them. Youth and their leaders across the state are now submitting applications detailing the work they are conducting to promote preventive health issues. So far, the All-Health Team has:

- Received 52 completed applications with involvement of 6,497 youth and 315 adults. Selected eight monthly winners, which involved 571 youth and 151 adults. Each winner received \$500. There were three overall winners for the year, which involved 224 youth and five adults. First place was \$5,000; second place was \$3,000; and third place was \$2,000;
- Received approximately 9,000 hits on website; and
- Generated statewide awareness by being featured in various newspaper articles across the state.

**Contact:** Joann Moton Minder, All-Health Team  
South Carolina Department of Health and Environmental Control  
PO Box 101106, Columbia, SC 29211  
(803) 898-0761; (803) 898-0588 (fax) [minderjm@dhec.sc.gov](mailto:minderjm@dhec.sc.gov)